

## Claim Amendments

1.-23. (Cancelled.)

24. (New.) A method of manufacturing a flexible retaining device having a first face and a second face wherein said first face is adapted to adhere to a surface and said second face is adapted to adhere to an object, comprising the steps of:

- a) providing a mold for said retaining device, said mold suitable as part of point of sale packaging;
- b) dispensing into said mold a suitable amount of plastics material that, when set, inherently possesses adhesive properties;
- c) allowing said plastics material to set in the mold into the form of a retaining device, wherein part of all of said first face and said second face thereof inherently possess adhesive properties; and
- d) covering the open face of said mold to form point of sale packaging for the retaining device molded therein.

25. (New.) A method according to claim 24 wherein the plastics material is a polyurethane gel.

26. (New.) A method according to claim 24 wherein the plastics material incorporates an air freshener.

27. (New.) A method according to claim 24 wherein the plastics material incorporates a fragrance.

28. (New.) A method according to claim 24 wherein the retaining device further incorporates on said second surface at least one holding shape adapted to engage with an object.

29. (New.) A method according to claim 28 wherein the holding shape(s) are adapted to extend through and grip the central spindle hold of a CD.

30. (New.) A method according to claim 24 wherein the retaining device incorporates an image.

31. (New.) A method according to claim 30 wherein the image is formed on a separate component.
32. (New.) A method according to claim 24 wherein the retaining device incorporates a substantially non-elastic, deformable material such that the retaining device can be bent to adopt a particular shape.
33. (New.) A method according to claim 32 wherein the deformable material comprises a wire.
34. (New.) A method according to claim 24 wherein the retaining device incorporates components adapted to generate sound.
35. (New.) A method according to claim 34 wherein said sound components include an energy source, a speaker, and a sold state electronic device incorporating pre-recorded sound and a switch.
36. (New.) A method according to claim 24 wherein further components can be placed into the mold, such components include an image, wire or other substantially non-elastic deformable material, sound producing components or the like.